

ARCHETYPES, HUMAN MOTIVATION AND ORGANIZATIONAL CULTURES

DESIRE:	Safety	Belonging	Mastery	Freedom
FEAR:	Ruin	Isolation	Ineffectuality	Nonbeing
ORGANIZATIONAL CULTURE:	Stability	People	Results	Expertise
ARCHETYPE:	Innocent	Orphan/Regular Guy-Gal	Warrior	Seeker/Explorer
	Caregiver	Lover	Destroyer/Outlaw	Creator
	Ruler	Jester	Magician	Sage
ELEMENT:	Earth	Water	Fire	Air

FOR MORE INFORMATION ABOUT DR. CAROL PEARSON'S WORK:

Books: *The Hero Within & Awakening the Heroes Within* (HarperSanFrancisco); *Magic At Work* (CASA, 301-277-8042); *Invisible Forces Workbook* (Type and Archetype Press, 1-800-IHS-TYPE); and forthcoming in January, *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*, with Margaret Mark (McGraw-Hill).

Instruments: Pearson-Marr Archetype Indicator; Organizational Culture Index; Team Culture Index; Individual Performance Index; Family System Index; and School Culture Index (Type and Archetype Press, 1-800-IHS-TYPE).

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